WHAT IS CLAIMED IS:

1. An advertising server characterized by comprising:

a data base which registers a supplier for

5 providing a first service and users that have contracts with the supplier;

an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on

10 a Web page so as to be viewed, that is, for providing a second service; and

an advertisement utilization unit which, in the case when a user is identified as a contractor user of the first service on the data base through

15 the inputted user information, allows the user to view said advertisement on the Web page so as to provide the second service.

2. An advertising server characterized by comprising:

20 at least, a contractor data base that registers contractors that have subscriber contracts with the newspaper dealer;

an advertisement preparation unit for preparing an advertisement requested by an

25 advertiser and for placing said advertisement on a Web page so as to be viewed; and

an advertisement utilization unit which, in

the case when a user is identified as a contractor user on the data base through the inputted user information, allows the user to view said advertisement on the Web page.

5   3. The advertising server according to claim 1, characterized in that said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said Web page, and also

10 converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said Web page.

4. The advertising server according to claim 1, characterized in that said advertisement

15 preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. The advertising server according to claim 1, characterized in that, when a user views said

20 advertisement on the Web page, said advertisement utilization unit gives a privilege offered by a newspaper dealer or an advertiser to the user viewing said advertisement.

6. The advertising server according to claim

25 1, characterized in that said advertisement utilization unit stores advertisement selection information specified and desired by a user, and

delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. The advertising server according to claim 1, characterized in that, based upon a linking request specified by a user, said advertisement utilization unit makes a link to the publicized Web page of the advertiser.

8. The advertising server according to claim 1, characterized in that, based upon a linking request specified by a user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on the same chain in a different area.

9. The advertising server according to claim 1, characterized in that said advertisement utilization unit automatically edits a Web page dedicated to a user based upon advertisement selection information specified by the user, and stores the resulting data, or downloads the data to the user device.

10. The advertising server according to claim 1, characterized in that said advertisement utilization unit stores advertisement selection information specified by a user, and upon receiving a visiting request from the user, automatically edits a Web page dedicated to the

user based upon said advertisement selection information thus stored, and allows to user to visit the page.

11. The advertising server according to claim 1, characterized in that said advertisement preparation unit places local information other than advertisements, such as bulletin boards and link collections on said Web page, and said advertisement utilization unit publicizes local information to contractor users and non-contract users of said data base.

12. The advertising server according to claim 1, characterized in that upon receipt of a visiting request from a non-contract user not registered in the data base, said advertisement utilization unit presents an application page for newspaper subscriber contract.

13. The advertising server according to claim 1, characterized in that said advertisement utilization unit retrieves contractor users who need to update the contract from the data base, and displays the necessity of updating the contract at the time of visiting said Web page.

14. The advertising server according to claim 1, characterized in that based upon a request for preparation of a guide map including the current position specified by a user and the destination

indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said

5 Web page, or downloads it to the user device.

15. The advertising server according to claim 1, characterized in that said advertisement utilization unit transmits an ordering request for an advertised commodity from a user to the

10 advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. The advertising server according to claim 1, characterized in that based upon the request

15 from the user, said advertisement utilization unit prints an advertisement placed on said Web page on paper media, and distributes the resulting advertisement.

17. The advertising server according to claim

20 1, characterized in that said advertisement utilization unit registers visiting information of the user for each advertisement visit, surveys the advertisement utilization state by retrieving said data base after a lapse of a predetermined

25 period from the publish of the advertisement, and informs the advertiser's device of the results of the survey, and determines and settles an

advertisement publishing fee based upon the results of the survey.

18. An advertising method using a server characterized by comprising:

5 a registering step of registering in a data base a supplier for supplying a first service and users having contracts with the supplier;

an advertisement preparation step of preparing an advertisement requested from the

10 advertiser and of placing the advertisement in a Web page to allow it to be viewed, which is a second service;

an advertisement utilization step in which, in the case when a user is identified as a

15 contractor user of said first service on the data base through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.

19. A program characterized by allowing a

20 computer functioning as a server to execute:

a registering step of registering in a data a supplier for supplying a first service and users having contracts with the supplier;

an advertisement preparation step of

25 preparing an advertisement requested from the advertiser and of placing the advertisement in a Web page so as to be viewed, which is a second

service; and

an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data

5   base through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.

20. A program characterized by allowing a computer functioning as a server of a newspaper

10   dealer to execute:

a registering step of registering at least contractors having subscriber contracts with a newspaper dealer in a data base;

an advertisement preparation step of

15   preparing an advertisement requested by an advertiser and of placing it in a Web page; and

an advertisement utilization step in which, in the case when a user is identified as a contractor on the data base through the inputted

20   user information, the user is allowed to view the advertisement on said Web page.

21. A recording medium that is read by a computer and that stores a program, characterized by allowing a computer functioning as a server to

25   execute:

a registering step of registering in a data base a supplier for supplying a first service and

users having contracts with the supplier;

an advertisement preparation step of preparing an advertisement requested from the advertiser and of placing the advertisement in a

5   Web page to allow it to be viewed, which is a second service; and

an advertisement utilization step in which, in the case when a user is identified as a contractor user of said first service on the data

10   base through the inputted user information, the user is allowed to view the advertisement on said Web page so as to provide said second service.

22. A recording medium that is read by a computer and that stores a program, characterized

15   by allowing a computer functioning as a server of a newspaper dealer to execute:

a registering step of registering at least contractors having subscriber contracts with a newspaper dealer in a data base;

20   an advertisement preparation step of preparing an advertisement requested by an advertiser and of placing the advertisement in a Web page; and

an advertisement utilization step in which,

25   in the case when a user is identified as a contractor on the data base through the inputted user information, the user is allowed to view the

advertisement on said Web page.